

## IN THE CLAIMS

Please amend the claims as follows:

1. (Currently Amended) A system for providing an interactive look-and-feel in a playing device receiving a digital broadcast, comprising:

a signal generator to generate a digital signal comprising interleaved bits of at least one of audio or video data, and binary data for play on a playing device, and private data;

the private data including an event identification for the at least one of audio or video data, binary data and an indication of a number of hot-spots, each hot-spot being linked to at least one of different audio or video data, and different binary data by link data, the link data including a set of coordinates defining a location on the playing device, link event identification indicating the at least one different audio or video data, and different binary data coupled to the set of coordinates, the set of coordinates, the set of coordinates defining two or more points, and a synchronization time indicating the temporal position of the at least one of different audio, or video data, and different binary data;

a computer for controlling a switch to periodically change the at least one of different audio or video data, and different binary data played via the number of hot spots by:

transmitting a first at least one of different audio or video data, and first different binary data for play on the playing device via the number of hot spots during a first time interval while playing the at least one of audio or video data, and binary data; and

transmitting a second at least one of different audio or video data and second different binary data for play on the playing device via the number of hot spots during a second time interval while continuing playing the at least one of audio or video data, and binary data;

means for continuously broadcasting the digital signal from a head end server without transmission from the playing device for playing at least one of the audio or video data, and binary data and the first at least one of different audio or video data, and first different binary data during the first time interval and the second at least one of different audio or video data, and second different binary data during the second time interval; and

a receiver to receive the digital signal at user locations and to play at least one of the audio or video data, and binary data on the playing device, and to selectively exercise upon a

hot-spot by reading the link data and playing the first at least one of different audio or video data, and first different binary data indicated by the link data on the playing device during the first time interval and playing the second at least one of different audio or video data, and second different binary data indicated by the link data on the playing device during the second time interval, the receiver including a processor for identifying the two or more points and positioning the hot-spot portion of the broadcasted digital signal therefrom.

2. (Cancelled)
3. (Previously Presented) The system of claim 1, wherein the private data enables a plurality of portions of the broadcasted digital signal to be separately selectable.
4. (Cancelled)
5. (Previously Presented) The system of claim 1, wherein the at least one of audio or video data, and binary data is in MPEG format, wherein the signal generator comprises an MPEG encoder, and wherein the receiver comprises an MPEG decoder.
6. (Previously Presented) The system of claim 1, wherein the synchronization time corresponds to a time code characterizing a corresponding image in the video data.
7. (Currently Amended) A method for providing for an interactive look-and-feel in a playing device receiving a digital broadcast, the method comprising processing a digital signal comprising interleaved bits of at least one of audio or video data and binary data for play on a playing device, comprising:  
generating private data including an event identification for the at least one of audio or video and binary data and an indication of a number of hot-spots each hot-spot being linked to at least one of different audio or video data, and different binary data by link data, the link data including a set of coordinates defining a location on the playing device, link event identification indicating the at least one of different audio or video data, and different binary data coupled to the set of coordinates, and a synchronization time indicating the temporal position of the at least one of different audio or video data, and different binary data;

processing the private data and the digital broadcast to generate the digital signal; and selectively controlling a switch to periodically change the at least one of different audio or video data, and different binary data played via the number of hot spots by:

transmitting a first at least one of different audio or video data, and first different binary data for play on the playing device via the number of hot spots during a first time interval while playing the at least one of audio or video data, and binary data; and

transmitting a second at least one of different audio or video data and second different binary data for play on the playing device via the number of hot spots during a second time interval while continuing playing the at least one of audio or video data, and binary data;

transmitting to a receiving device the digital signal continuously from a head end server without transmission from the playing device for playback of at least one of the audio or video data, and binary data; ~~and~~

selectively exercising upon a hot-spot by reading the link data and playing:

the first at least one of different audio or video data, and first different binary data indicated by the link data during the first time period; and

the second at least one of different audio or video data, and second different binary data indicated by the link data during the second time interval; and

identifying, at the receiving device, ~~such that the receiving device identifies~~ two or more points and ~~positions~~ positioning, at the receiving device, a hot-spot portion of the broadcast digital signal.

8. (Cancelled)

9. (Cancelled)

10. (Previously Presented) An apparatus comprising at least one processor to execute the method according to claim 7, for generating the digital signal.

11. (Previously Presented) The apparatus according to claim 10, further comprising a transmitter to transmit the digital signal.

12. (Previously Presented) The method according to claim 7, wherein the processing the digital signal is executed after the digital signal is received as a broadcast signal.
13. (Previously Presented) The method according to claim 12, further comprising:
  - playing at least one of the audio or video data, and binary data on the playing device; and
  - selectively exercising upon a hot-spot by reading the link data and playing the at least one of different audio or video data, and different binary data on the playing device.
14. (Previously Presented) An apparatus comprising at least one processor to execute the method according to claim 7, for receiving, or after receiving, or both for an after receiving, the digital signal as a broadcast signal.
15. (Previously Presented) The apparatus according to claim 14, wherein the apparatus separates the at least one of audio or video data, and binary data and the private data.
16. (Previously Presented) The apparatus according to claim 15, wherein the apparatus decodes the private data.
17. (Previously Presented) The apparatus according to claim 14, further comprising a display device.